



TLA 2026 Sponsorship PROSPECTUS

CULTIVATING COMMUNITY
THRIVING TOGETHER

TLA★2026

TEXAS LIBRARY ASSOCIATION

HOUSTON ★ MARCH 29-31



Contact:

Jaime Bare
TLA Vendor Relations and
Meetings Coordinator
jaimeb@txla.org

Visit txla.org



TEXAS LIBRARY
ASSOCIATION



Texas Library Association

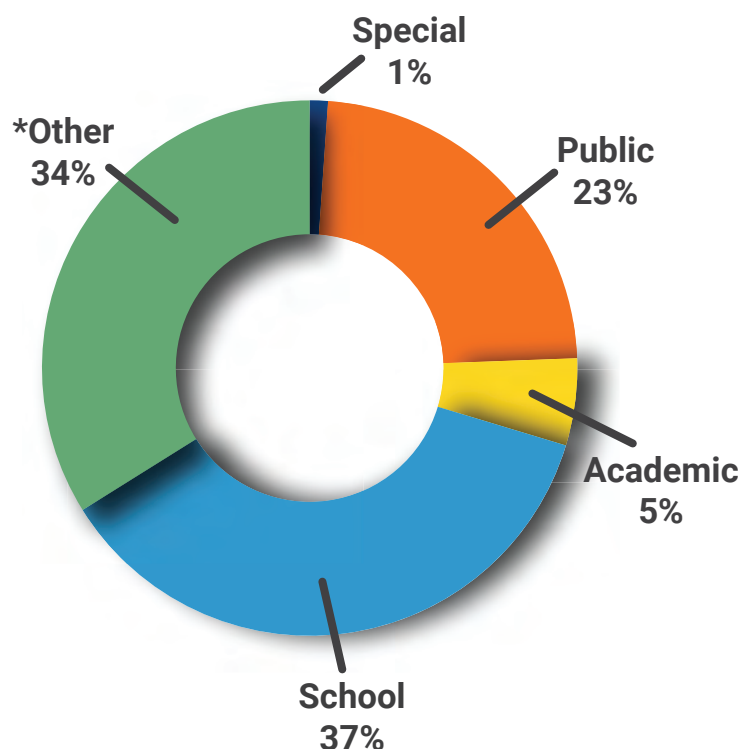
Established in 1902, the Texas Library Association, the largest state library association in the country, brings together thousands of decision makers from academic, public, school and special libraries from across Texas at the TLA Annual Conference.

The TLA Annual Conference has a proven track record that brings the major Texas library market to you. Showcase your products and services and have face-to-face conversations with potential customers who make or influence purchasing decisions at their libraries.

With a projected attendance of more than 5,000 professionals, including representatives from every area of the industry, with expenditure budgets ranging in excess of \$2.5 million per organization, can you afford not to participate at TLA?

Attendee Demographics

The TLA 2026 Annual Conference is expected to draw more than **5,000 library community members** with expenditure budgets ranging in excess of \$2.5 million per organization.



Our Attendees

Work in all facets of libraries, from school, public, academic or special.



Why They Attend

To gain fresh perspectives to bring back to their libraries and to gain new knowledge of cutting-edge ideas, new technologies, and opportunities that will engage their patrons.



Serving Their Community

Looking for tools and opportunities to help better serve their communities.

*Other attendees include library professionals and supporters not classified under listed categories.



Learning and Innovation

With 200+ educational sessions and opportunities to meet and learn from experts, attendees look to TLA's Annual Conference to provide them with the most up-to-date information for their industry.

Why Exhibit or Sponsor?

- **ACCESS:** Over 5,000 representatives from every area of the industry
- **EDUCATE:** Give hands-on access at your exhibit booth area to educate and interact with attendees
- **INSIGHT:** Discover what library personnel are looking for to engage their communities and demonstrate how your company can help.
- **NETWORK:** Collaborate and network with industry professionals. Enhance existing relationships and create new ones. Elevate your exposure in the largest library market.

TLA attendees are interested to meet a broad mix of companies. They include:

- Architects and Architecture Firms
- Digital Preservation and Archiving Solutions
- E-Resources and Digital Content Providers
- Educational Software Providers
- Educational Programs and Continuing Education Providers
- Furniture and Library Design Firms
- Library Automation and Self-Service Solutions
- Library Consultants and Service Providers
- Professional Associations and Organizations
- Technology and Media Solutions
- Library Supplies and Equipment
- Library Technology Providers
- Non-Profit Organizations and Foundations
- Publishers and Book Distributors
- And More...

[View Past Exhibitor List](#)



TLA 2026 Exhibitor Schedule

0

Day 0 - Saturday, March 28

8:00 am to 12:00 pm Targeted/large exhibitor move in,
Exhibitor Registration Open

12:00 pm to 8:00 pm All Exhibitor Move in,
Exhibitor Registration Open

1

Day 1 - Sunday, March 29

8:00 am to 12:00 pm All Exhibitor Move in,
Exhibitor Registration Open

2:00 pm to 5:00 pm Exhibit Hall Grand Opening

2

Day 2 - Monday, March 30

10:00 am to 5:00 pm Exhibit Hall Open,
Authors Area open

3

Day 3 - Tuesday, March 31

9:00 am to 2:00 pm Exhibit Hall Open, Authors Area
open

2:00 pm to 8:00 pm Exhibitor Move Out (carriers must be
checked in by 6:00 pm. Continues
until completed)



Exhibitor Booth Packages

10' x 10' Booth

- Price \$2,150 per 10' x 10'
\$200 corner fee

5' x 10' Booth (non-profit/small publisher)

- Price \$1,125 per 5' x 10'
\$200 corner fee
limited to (1) 5' x 10' per company

What's included with your booth:

- 3 Complimentary badges per 10'x10' booth
- 2 Complimentary badges per 5' x 10' booth
- Exhibitor Listing in the winter and spring issue of *Texas Library Journal*, signage, website, online conference program, conference app, TLAbuyerguide.com, and Aisle X Aisle coupon book
- Ability to purchase a single-use attendee list pre- or post-conference.

**View the TLA 2026
Floorplan**

**Exhibitor Rules and
Regulations**

How to rent a booth/sponsorship

1. Visit the exhibit sales website by clicking the floor plan link
2. Click "Rent Booth/Sponsorship Now"
3. Type your organization's name. As you type, organization names will be suggested for you.
4. Verify or update the administrative booth sales contact information for your organization.
5. Indicate the booth you would like to rent.
6. Select sponsorship/advertising
7. Sign the Terms and Conditions.
8. Enter the credit card information to submit payment/select alternate payment method
9. An email confirmation of your contract submission will automatically be sent to the booth coordinator

Want to combine multiple 10-by-10-foot booths to create a larger exhibit space? Please contact the exhibits manager at 301-658-2115 or tlaxpo@discoverSB.com to combine your chosen booths before renting them.

TLA Sponsor Opportunities

Increase your visibility and leverage your marketing dollars by becoming a TLA sponsor.

TLA offers many sponsorship opportunities including the Annual Conference, Signature Leadership Events, and Membership Outreach. Sponsorship opportunities are also available for non-exhibiting companies.

TLA Year-Round Sponsorship Level recognition begins at cumulative sponsorship dollars of \$4,000 spent between the start of the 2026 conference and the start of the 2027 conference. You will receive recognition at the event(s), based on the level of sponsorship at the Annual Conference.

All 2025 sponsors have the first right of refusal for their previous sponsorship for 2026. To learn more about the sponsorship opportunities, please contact **Jaime Bare** at jaimeb@txla.org. For more information on advertising, please contact tlaexpo@discoverSB.com.



TLA Sponsorship Levels

- President: \$30,000+
- Double Diamond: \$20,000 - \$29,000
- Diamond: \$15,000 - \$19,999
- Platinum: \$10,000 - \$14,999
- Gold: \$6,500 - \$9,999
- Silver: \$4,000 - \$6,499

TLA 2026 Conference Events Sponsorship

General Session I, II or III - Exclusive @ \$7,500 each

Our largest events, each General Session features a dynamic, high-level speaker that will inspire and energize the 2,000-2,500 attendees. These sessions are more than just talks—they are celebrations of excellence and achievement!

- At General Session I, we honor the best in the field with prestigious awards like the Distinguished Service, Librarian of the Year, Lifetime Achievement, and Wayne Williams Project of the Year.
- General Session II showcases creative brilliance with the Branding Iron Best in Show Award, Jeanette and Jim Larson Mystery Grant, and various sponsored awards, grants, and stipends.
- General Session III wraps up the excitement with the Sam J. Whitten Award for Intellectual Freedom, along with the much-anticipated Disaster Relief Raffle.

Don't miss out on these unforgettable moments that highlight the very best of our profession!

● Dates and times:

- General Session I: Monday, March 30, 8:15 - 9:45am
- General Session II: Monday, March 30, 4:00 - 5:00pm
- General Session III: Tuesday, March 31, 2:15 - 3:15pm

SOLD

● Benefits:

- Recognition on TLA conference website
- Logo displayed at General Session
- Verbal recognition at General Session
- Opportunity to provide a 60-second video to be shown at General Session. Videos in excess of 60 seconds will not be accepted.



TLA 2026 Conference Events Sponsorship

Texas Bluebonnet Award Author Session Sponsorships

Be part of one of the most prestigious children's choice literary awards in the nation—the Texas Bluebonnet Award (TBA). This premier event showcases the winning TBA author, celebrating creativity and the power of young readers' voices. By supporting this inspiring session, you position your brand at the heart of a beloved literary tradition and empower students to read for enjoyment and understanding.

● Platinum: 1 @ \$15,000 Benefits: (Exclusive)

- Logo at TBA Speed Dating Session, Student Reception, and TBA Award Author Session
- One minute speaking opportunity at TBA Award Author Session.
- 20 tickets to TBA Award Author Session at reserved tables
- Additional tickets for open seating can be purchased at ticket price on a first come, first served basis.
- Opportunity to provide a gift to all TBA Award Author Session attendees. Prior approval of gift is required, must be submitted by February 14. Examples include: books, posters, tote bags.
- Logo on TBA webpage.
- Recognition on TBA Award Author Session program.
- Verbal recognition in TBA Award Author Session.
- Exclusive sponsor of TBA Readers Theater promoted on TBA webpage.

● Gold: 2 @\$10,000 Benefits: (Limited)

- Logo displayed at event.
- 10 tickets to TBA Award Author Session at reserved table.
- Additional tickets for open seating can be purchased on a first come, first served basis.
- Opportunity to provide a gift to all TBA Award Author Session attendees. Prior approval of gift is required, must be submitted by February 14. Examples include: book copies, posters, tote bags.
- Logo on TBA webpage.
- Logo at TBA Speed Dating Session, Student Reception, and TBA Award Author Session.
- Recognition on TBA Award Author Session program.
- Verbal recognition in TBA Award Author Session.

TLA 2026 Conference Events Sponsorship

Texas Bluebonnet Award Author Session Sponsorships

● Silver: 3 @ \$5,000 Benefits:

- Logo displayed at event
- 5 tickets to TBA Award Author Session at reserved table.
- Additional tickets for open seating can be purchased on a first come, first served basis.
- Opportunity to provide a gift to all TBA Award Author Session attendees. Prior approval of gift is required, must be submitted by February 14. Examples include: book copies, posters, tote bags.
- Logo on TBA webpage.
- Logo at TBA Speed Dating Session, Student Reception, and TBA Award Author Session.
- Recognition on event program.
- Verbal recognition in TBA Award Author Session.

● Table Top Sponsor: 7 @ \$2,500 Benefits:

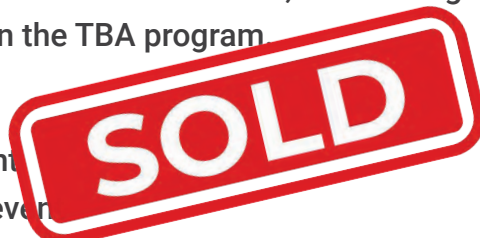
- Logo displayed at event.
- Opportunity to provide a gift to all TBA Award Author Session attendees. Prior approval of gift is required, must be submitted by February 14. Examples include: book copies, posters, tote bags.
- 3 tickets to TBA Award Author Session at reserved table.
- Additional tickets for open seating can be purchased on a first come, first served basis.
- Verbal recognition at TBA Award Author Session.

● Texas Bluebonnet Award Author Session Travel Stipend: \$7,000 (Exclusive)

Host 10 children from across Texas, and their chaperones, who attend the TBA Author Session. These students are a key part of the TBA session, introducing the winning author and sharing their experiences in participating in the TBA program

● Benefits:

- Logo displayed at event
- Verbal recognition at event
- Tickets & VIP seating for four representatives at event
- One minute speaking opportunity at student reception
- Logo on TBA main page
- Photo with participating TBA children on social media



TLA 2026 Conference Events Sponsorship

Black Caucus Round Table Author Session Sponsorships

A special ticketed event that has spanned almost two decades, this session features a popular author on Monday, March 30, 10:00am - 12:15pm.

● 2 @ \$3,500 Benefits:

- One additional ticket to BCRT Session
- One minute speaking opportunity at BCRT session
- Recognition on BCRT website
- Logo displayed at BCRT session

● 2 @ \$2,000 Benefits:

- Recognition on BCRT website
- Logo displayed at BCRT session
- Verbal recognition at BCRT session
- One ticket to BCRT session



Opening Author & Award Session Sponsorship

Be part of a time-honored tradition at TLA by sponsoring the Opening Author Session, a unique ticketed event that draws an engaged group of 150 attendees. This session features a panel of popular, bestselling authors who share their insights, stories, and experiences, making it a must-attend event for literature enthusiasts. Celebrate literary success and kick off the conference with a dynamic and impactful event!

● \$2,000 Benefits: (Exclusive)

- Recognition on event website
- Logo displayed at event
- Verbal recognition at event
- Two tickets to event
- One minute speaking opportunity at event



TLA 2026 Conference Events Sponsorship

Evening with the Authors Session Sponsorship

Be part of a time-honored tradition at TLA by sponsoring Evening with the Authors, an unforgettable night of great food, lively conversation, and literary charm! This special evening brings together a stellar panel of authors ready to share stories, insights, and plenty of laughs. Come ready to dine, laugh, and be inspired by some of today's most engaging voices in literature.

● \$4,000 Benefits: (Exclusive)

- Recognition on event website
- Logo displayed at event
- Verbal recognition at event
- Two tickets to event
- One minute speaking opportunity at event



Teacher Day @ TLA Conference Sponsorship

Teacher Day @ TLA is a unique opportunity to engage with up to 100 classroom teachers and librarians who will explore the value of collaboration between teachers and librarians. This special event offers sponsors a prime opportunity to reach an audience eager to enhance their professional partnerships with librarians.

● 2 @ \$1,000 Benefits:

- Logo displayed at event
- Verbal recognition at event
- Logo on event webpage
- Promo on e-blast to event attendees
- Opportunity to provide gifts in event attendee bag
- One ticket to event



TLA All-Conference Sponsorship

Attendee Badge & Lanyard Sponsor

Become the Official Badge and Lanyard Sponsor at TLA's largest events—the TLA Annual Conference and the TLA Officer Training & Workshop. This sponsorship ensures your brand is front and center, seen by thousands of attendees every day as they wear your branded lanyards. You will have continuous, high-impact visibility as attendees network, attend sessions, and explore the exhibit hall. TLA will provide lanyard with artwork approved by sponsor.

● \$15,000 Benefits: (Exclusive)

- Logo on lanyard worn by all attendees
- Logo on conference attendee badge
- Logo on signage at Attendee Registration Area
- Logo visible in most of all TLA social media and public relations
- Opportunity to provide informational collateral and/or swag in Registration Area



Authors Area Sponsor

Traditionally one of the busiest places at the TLA conference, thousands of attendees frequent the Authors Area in the Exhibit Hall and plan their conference time around author visits to get signatures and meet their favorites.

● \$5,000 Benefits: (Exclusive)

- Logo displayed on TLA online conference program author signing page with the opportunity to link to the sponsor's website.
- Recognition in TLA Conference promotional email blast
- Logo displayed at Authors Area and Authors Area holding area
- Promotion via TLA social media pre and post conference
- Opportunity to provide sponsor swag at Authors Area



TLA All-Conference Sponsorship

Interview Stage Sponsor

Take advantage of this exciting new sponsorship opportunity of a fun TLA classic, The Van Show Author Interviews. Van, the furry blue puppet from Austin Public Library, will interview prominent authors throughout the show and record the interviews to upload to YouTube and the Austin Public Library web page. The Author Interview stage will be adjacent to the Authors Area, and the TLA Bookstore. Seating for attendees to listen into the laughs and learn more about their favorite authors will be provided.

- **\$2,000 Benefits: (Exclusive)**

- Logo displayed and opportunity to provide company links on TLA online conference program and conference app interview schedule
- Logo displayed on interview stage signage
- Recognition in TLA Conference promotional email blast



Exhibit Hall Grand Opening Sponsor

Be front and center at one of the most high-profile events of the TLA Annual Conference, drawing thousands of enthusiastic attendees. Held during dedicated no-conflict time, the Exhibit Grand Opening offers prime visibility and uninterrupted engagement with library professionals from across the state. This exclusive sponsorship positions your brand at the heart of the action and creates a strong first impression.

- **\$2,000 Benefits: (Exclusive)**

- Recognition in a TLA Conference promotional email blast
- Recognition on TLA's Facebook, Instagram, and X (formerly Twitter) accounts
- Logo prominently displayed on signage at the Exhibit Grand Opening event
- Opportunity for sponsor representatives to greet attendees as they enter the exhibit hall to distribute information and/or giveaways
- Two live announcements thanking your company during the event (2:15pm and 3:30pm)
- Two live announcements (subject to TLA approval) highlighting your company's conference offerings (3:00pm and 4:00pm)

TLA All-Conference Sponsorship

Mobile App Sponsor

The mobile app is the best source for the most up-to-date program content during the TLA Conference. In 2025, there were 2,751 distinct app participants, 3010 custom page views; 613,522 banner ad impressions, 667 unique exhibitor visitors, and 108 clicks on banner ads. Twenty-four percent of those who downloaded the app visited the exhibitor pages.

● Options: 1 @ \$15,000 (Exclusive) or Co-sponsor: 4 @ \$5,000 Benefits:

- One rotating ad with live link on Conference App dashboard
- Logo at Information Center
- Two push notifications during TLA Conference
- Recognition and logo on online conference program
- Recognition in TLA Conference e-blast

**CO-SPONSORS
AVAILABLE**

Selfie Wall Sponsor

Place your brand at the center of attendee interactions, creating a memorable and shareable experience that amplifies your visibility across social media. It's a fun and engaging way to connect with attendees while ensuring your brand is showcased in a high-traffic common area during the event and in countless photos shared during and after the event.

● \$3,000 Benefits: (Exclusive)

- Logo displayed on a sign next to the selfie wall



TLA All-Conference Sponsorship

Conference Scavenger Hunt Game App Sponsor

Drive traffic to your booth with Scavenger Hunt Game App! Each attendee can download the game app. TLA provides prizes during a random drawing of the top 100 point earners following the conference. In 2025, the first year it was offered, 392 people downloaded the app and participated in the game.

- **\$2,000 Benefits: (Exclusive)**

- Signage with sponsoring company logo
- Recognition as Scavenger Hunt Game sponsor in all contest promotions
- Recognition in the sponsor's booth
- Sponsored by 'Company name and booth number' on the Scavenger Hunt game

Ribbon Bar Sponsor

Create your fun ribbon for attendees! The attendee's first stop is conference registration, where TLA's custom Ribbon Bar is located. Your support of the Ribbon Bar will put your name and logo front and center in the registration area for all attendees to see! As a sponsor, you will also create a fun ribbon for attendees to select that can contain your company's logo.

- **\$3,000 Benefits: (Exclusive)**

- Your company name and logo on the Ribbon Bar located in the registration area
- Option to create a fun ribbon for attendees with your company logo



TLA Conference Education Session Sponsorship

Reading List Sessions: All are exclusive sponsorships of a 1-hour session

● Benefits:

- Logo displayed at event
- Logo on reading list webpage
- Verbal recognition at event
- One minute speaking opportunity at event

Topaz Reading List Conference Session - \$2,000

Recommended nonfiction reading list gems for all ages. Projected attendance of 200.

Lone Star Reading List Conference Session - \$1,000

Developed by public and school librarians to encourage students in grades 6, 7, and 8 to explore a variety of current books; a Young Adult Round Table (YART) project.

TAYSHAS Reading List Conference Session - \$1,000

Motivate young adults in grades 9-12 to become lifelong readers and to participate in the community of readers in Texas.

Tejas Star List Conference Session - \$1,000

Encourages children ages 5-12 to explore multicultural books and to discover the cognitive and economic benefits of bilingualism and multilingualism.

Sponsor an Education Breakout Session for Your Target Audience

Available upon request, review the list of sessions on the TLA online conference program to choose a relevant session. Online conference program opens in December 2025. Pricing and benefits vary, reach out to Jaime Bare, jaimeb@txla.org.

TLA Conference Unit Social Events Sponsorship

Texas Association of School Librarians Co-sponsor: 2 @ \$2,000

Join TASL for a fun gathering to wind down, celebrate and network with fellow TASL members. The Social will include recognition of officers, scholarship recipients, members of the year and sponsors. Light appetizers as well as beer and wine will be provided. Attendees will include librarians from Texas schools, Pre-K through 12th grade, as well as library leadership from across state. Projected attendance of 150. Date and Time TBD

● Benefits:

- Logo on TASL webpage
- Promotion in TLA Engage TASL online Community
- Logo displayed at event
- Verbal recognition at event
- One minute speaking opportunity at event
- Opportunity to provide swag at event



College & University Libraries Division Social Co-sponsor: 2 @ \$2,000

Join CULD for a fun gathering to wind down, celebrate and network with fellow CULD members. The Social will include recognition of officers, scholarship recipients, members of the year and sponsors. Light appetizers as well as beer and wine will be provided. Attendees will include librarians from Texas community colleges and public and private university libraries as well as library leadership from across state. Date and Time TBD

● Benefits:

- Logo on CULD webpage
- Promotion on TLA Engage CULD online community
- Cross-recognition in Texas Council of Academic Libraries membership listserv
- Logo displayed at event
- Verbal recognition at event
- One minute speaking opportunity at event
- Opportunity to provide swag at event

TLA Conference Unit Social Events Sponsorship

Information Technology Round Table Social Co-sponsor: 2 @ \$2,000

Members and prospective members are invited to attend this informal social event. Attendees will have the opportunity to network with their peers in support of enhancing the use of technologies in libraries throughout Texas. Date and Time TBD.

● Benefits:

- Logo on event webpage
- Logo displayed at event
- Verbal recognition at event
- Recognition on event promotional blast (pre and post)
- Opportunity to provide promotional information at event
- One minute speaking opportunity at event

Special Libraries Division Social Co-sponsor: 2 @ \$1,000

Members and prospective members are invited to attend this informal social event. Attendees will have the opportunity to network with their peers who work in Special libraries of all types across the state of Texas. Date and Time TBD

● Benefits:

- Logo on event webpage
- Logo displayed at event
- Verbal recognition at event
- Recognition on event promotional blast (pre and post)
- Opportunity to provide promotional information at event
- One minute speaking opportunity at event



TLA Conference Unit Social Events

Latino Caucus Round Table Co-sponsor: 5 @ \$1,000

Join the Latino Caucus Round Table for an unforgettable evening of celebration, connection, and culture! This lively social is the perfect chance to unwind, mingle with fellow members, and honor the incredible contributions within our community

● Benefits:

- Logo on LCRT webpage
- Logo displayed at event
- Verbal recognition at event
- One minute speaking opportunity at the social
- Opportunity to provide promotional information at LCRT Membership program

Public Library Division Social Co-sponsor: 5 @ \$2,500

The PLD member social event held on Wednesday, April 2nd, from 6:00pm - 8:00pm, is a tradition not to be missed! In addition, sponsors will be promoted at PLD Member Program and on signage at Hall 4 entrance to their booth location in the Public Library Pavilion.

● Benefits:

- Logo on PLD webpage
- Logo displayed at both events
- Verbal recognition at both events
- One minute speaking opportunity at PLD social
- Opportunity to provide promotional information at PLD Membership program
- Logo & hall location on signage at Exhibit Hall Entrance



TLA Conference Unit Social Events Sponsorship

Small Community Libraries Round Table Social Co-sponsor: 2 @ \$2,000

The SCLRT social networking event at the TLA Conference is planned for Wednesday, April 3, 8:00pm-10:00pm. Small Community Librarian of the Year and Small Community Library Advocate Award winners will be announced.

● Benefits:

- Logo displayed at event
- Logo on event webpage
- Verbal recognition at event
- One minute speaking opportunity at event





Thank You

Let's Connect

Have an idea for a unique sponsorship opportunity or would like help creating a customized sponsorship package? Reach out to [Jaime Bare, jaimeb@txla.org](mailto:jaimeb@txla.org).

Interested in Sponsoring the TLA Conference without Exhibiting?
Pricing and benefits vary, reach out to [Jaime Bare, jaimeb@txla.org](mailto:jaimeb@txla.org).



The Texas Library Association's mission is to embrace, unite, and amplify voices of the library community through advocacy and education to ensure library excellence for all Texans. www.txla.org